FUNDRAISING TIPS

REMEMBER THE CAUSE.
Big Brothers Big Sisters matches children facing adversity with caring, adult mentors. Kids who have Bigs are more likely to graduate high school and college, less likely to use drugs and alcohol and have higher self-esteem than their peers. Share what you know about BBBS with your prospects and they will be more willing to donate.

START WITH PAST DONORS.
If you want to see a list of your supporters from a past event, just let us know! We can supply their contact info and donation amounts as well.

BE SOCIAL.
Utilize your social network by creating a fundraiser on Facebook (don’t worry, we will assign the $$ to your page on the back end). Share your personal story thank your supporters publicly on social media to generate buzz.
• Select ‘Fundraisers’ on the left side of your home page.
• Click ‘Select Nonprofit’ and choose Big Brothers Big Sisters of Central Arkansas. (BBBSCA)
• Click through the steps and you’re set!

GET IT MATCHED.
Many companies will match an employee’s contributions to a charity. Ask your HR Director or Office Manager if your company participates in a Company Match program. If so, your donation will go even further.

MAKE IT PERSONAL.
Tell your network why you’re supporting Big Brothers Big Sisters. Let them know about the life-changing outcomes and personal experiences you may have had with BBBS or your own mentor.

FACE-TO-FACE.
Fundraisers have a lot of luck by simply walking around their office or neighborhood and asking their contacts to support them with a donation.

MAKE IT UNIQUE.
Mix it up by creating unique opportunities and incentives for your donors.
Some examples include:
• Happy hour or trivia night
• Declutter and host a garage sale
• Sell breakfast burritos
• Coin drives
• Raffles on your social media page

Raising money in the office?
Check out our workplace fundraising tips on the other side.

AIM HIGH.
The quickest and easiest way to meet your goal is to ask for at least $25 every time. Make your personal pledge the first!

ASK FOR HELP.
We are here to support your team and help you reach your goal!
Email or call your BBBSCA staff partner for more ideas or materials to help your fundraising.

FOLLOW US!
Find us on Facebook, Twitter, Instagram and LinkedIn.
FUNDRAISING IN THE WORKPLACE

PENNY DRIVE
A penny drive is an easy way to raise money without having to plan and organize a huge event. All you’ll have to do is set up a jar in a well-trafficked area, like your office lobby.

Turn your penny drive into a competition to see how fast you can fill the jar!

JEANS DAYS
Scrap the trousers for the denim, and a small fee, of course.

BAKE SALE
Ask your coworkers to make their signature treat to add to your bake cart. Take it around a couple of times a day to beat that 3 p.m. snack run.

INVITE A BIG
Do you have a Big Brother or Big Sister at your company? Ask him or her to speak at your fundraising kick-off to get your employees excited about the mission.

HOST A RAFFLE
Sell tickets for a chance to win something fabulous!

50/50
Winner takes home half the pot and the other half goes to help make life-changing matches!

CHILI COOK OFF
Your co-workers will relish the chance to share their secret chili recipe in a contest for top dog. Ask other employees for donations to eat and vote for a winner!

RALLY YOUR VENDORS. THEY WILL WANT TO SUPPORT AN EFFORT THAT THE COMPANY IS PASSIONATE ABOUT.

FOOD TRUCK PARTY
Contact local food trucks and set a time for them to visit your workplace. Ask them to charge a couple dollars extra per meal to raise money for your fundraising efforts.

SILENT AUCTION
Ask employees to bring new or gently used items from home and set up a week-long silent auction in a common area. All donations will be added to your company’s total.

BREAKFAST BURRITO BONANZA
Think of something easy to prepare and have a party of it at work. Let your co-workers know in advance so they come to the office hunger pangs in tow.

BBBSCA.ORG/BFKS